17.36.060: PERMITTED SIGNS; PERMITS NOT REQUIRED:

The following signs shall be permitted in all zoning districts, and all applicable provisions of this chapter shall apply except that a building permit fee shall not be required.

B. Private Traffic Directional Signs: Signs guiding or directing vehicular or pedestrian traffic on to, off on, or within a premises when such do not exceed four (4) square feet per sign in area, and if freestanding, do not exceed six feet (6') in height, do not contain any advertising or trade name identification and are not illuminated, or internally illuminated;